



KANSAS PREVENTION COLLABORATION 2020 TOOLKIT

National Drug & Alcohol Facts Week

March 30th – April 4th

WWW.KANSASPREVENTIONCOLLABRATIVE.ORG

KPCTeam@wichita.edu

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CAMPAIGN INFORMATION

What is National Drug & Alcohol Facts Week?®

National Drug & Alcohol Facts Week®, an annual observance, links students with scientists and other experts to counteract the myths about drugs and alcohol that teens get from the internet, social media, TV, movies, music, or from friends. It was launched in 2010 by scientists at the National Institute on Drug Abuse (NIDA) to stimulate educational events in communities so teens can learn what science has taught us about drug use and addiction. The National Institute of Alcohol Abuse and Alcoholism became a partner starting in 2016, and alcohol has been added as a topic area for the week. NIDA and NIAAA are part of the National Institutes of Health.

What happens during National Drug & Alcohol Facts Week?®

National Drug & Alcohol Facts Week is an opportunity for teens to **SHATTER THE MYTHS®** about drugs and drug use. In community and school events all over America, teens, scientists and other experts come together to ask experts questions about how drugs affect the brain, body, and behaviors.

Why Celebrate National Drug & Alcohol Facts Week?®

Many teens are not aware of the risks to their health, to their success in school and the dangers while driving under the influence. When teens are given the scientific facts about drugs, they can be better prepared to make good decisions for themselves and they can share this information with others.

For more information on **National Drug & Alcohol Facts Week®** visit the Web site:

<http://teens.drugabuse.gov/national-drug-alcohol-facts-week>,
or email us at drugfacts@nida.nih.gov, or call 301-443-1124.

CAMPAIGN'S DAILY FOCUS



Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
March 30th	March 31st	April 1st	April 2nd	April 3rd	April 4th
Alcohol	Marijuana	Opioids & Other Rx Drugs	MDMA (Ecstasy/Molly)	Vaping	National Drug & Alcohol Facts #thinkfirst
Alcohol is the most widely used substance among teens in America. However, teens' alcohol use continues to drop.	It is important to note that the number of teens vaping marijuana has more than doubled in the past 2 years, often using e-cigarette devices that go undetected by parents and teachers.	Misuse includes use of a medication in ways or amounts other than intended by a doctor, by someone other than for whom it is prescribed, or for the experience or feeling it causes.	MDMA is most commonly known as Ecstasy or Molly. It is a laboratory-made drug that produces a "high" similar to the stimulants called amphetamines.	Some research suggests that nicotine vaping may serve as a "gateway" or introductory product for youth to try other tobacco products, including regular cigarettes.	Together we SHATTER THE MYTHS® about drugs and alcohol. by sharing the true facts that science has taught us about drug use and addiction.

RESOURCES

Underage Drinking

<https://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>

Marijuana

<https://www.drugabuse.gov/publications/drugfacts/marijuana>

Opioids

<https://teens.drugabuse.gov/drug-facts/prescription-pain-medications-opioids>

MDMA

<https://www.drugabuse.gov/publications/drugfacts/mdma-ecstasy-molly>

Vaping

<https://www.drugabuse.gov/related-topics/vaping>

National Drug & Alcohol Facts Week

<https://teens.drugabuse.gov/national-drug-alcohol-facts-week>

Drug Fact Sheet

<https://teens.drugabuse.gov/teens/drug-facts>



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CAMPAIGN'S SOCIAL MEDIA POSTS

Day 1 – Keep talking Adults! Students in Kansas reported in the KCTCdata.org that 82% of the adults around them believe that youth drinking alcohol is wrong. #NDAFW #StrongerKansas #KsPrevention

Day 2 – Way to Go Kansas! 81% of Students in Kansas reported in the KCTCdata.org that it is hard for them to get marijuana. #NDAFW #StrongerKansas #KsPrevention

Day 3 – Lock your RX Drugs up! Some Students in Kansas using illegal prescription drugs reported in the KCTCdata.org that their drugs came from a friend or family member. #NDAFW #StrongerKansas #KsPrevention

Day 4 – Yeah Kansas! 91% of Students in Kansas reported in the KCTCdata.org that getting drugs like cocaine, LSD, or amphetamines is hard to do. #NDAFW #StrongerKansas #KsPrevention

Day 5 – Great News! 88% of Students in Kansas survey by the KCTCdata.org reported they have not used e-cigarettes in the past 30 days. #NDAFW #StrongerKansas #KsPrevention

Day 6 – Learn & Share the Facts! Together we SHATTER THE MYTHS® about drugs and alcohol. Check out KnowMoreKs.org #NDAFW #StrongerKansas #KsPrevention

Day 1

KEEP TALKING ADULTS!

Students in Kansas reported in the KCTCdata.org that **82%** of the adults around them believe that youth drinking alcohol is wrong.

#NDAFW #StrongerKansas #KsPrevention

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Day 2

WAY TO GO KANSAS!

81% of Students in Kansas reported in the KCTCdata.org that it is hard for them to get marijuana.

#NDAFW #StrongerKansas #KsPrevention

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Day 3

**LOCK YOUR RX
DRUGS UP!**

Some Students in Kansas using illegal prescription drugs reported in the KCTCdata.org that their drugs came from a friend or family member.

#NDAFW #StrongerKansas #KsPrevention

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DRUG ALCOHOL
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Day 4

YEAH KANSAS!

91% of Students in Kansas reported in the KCTCdata.org that getting drugs like cocaine, LSD, or amphetamines is hard to do.

#NDAFW #StrongerKansas #KsPrevention

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Day 5

GREAT NEWS!

88% of Students in Kansas survey by the KCTCdata.org reported they have not used e-cigarettes in the past 30 days.

#NDAFW #StrongerKansas #KsPrevention



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Day 6

Learn & Share the Facts!

Together we SHATTER THE MYTHS® about drugs and alcohol. Check out KnowMoreKs.org

#NDAFW #StrongerKansas #KsPrevention



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CAMPAIGN'S SUGGESTED ACTIVITIES

Register your event by sending an email to KPCTeam@wichita.edu

- Set up a **“Know The Facts Table”** at your High and/or Middle school with some cool give a ways donated by area retailers and restaurants. A free ice cream cone can be a hit.
- Set up a time to meet with a youth group at a church, 4H or scouts and play Drug Facts Trivia using the **drug fact** hand out or data off of the KCTCdata.org about their county. Give away baked goods or fun promotional items at your local Walmart. With each item hand out a drug fact to help spread the word about the dangers of using drugs. <https://teens.drugabuse.gov/teens/drug-facts>
- Have teens create a 1-minute video about how drug use has affected their school or community, or someone they know. The challenge is to only use music and images to create their video—no words allowed! Organize a judging panel and post the entries on the school website. teens.drugabuse.gov
- Focus on the dangers of prescription drugs. Show NIDA's **“Choose Your Path”** interactive videos on a large screen. Let the students vote for which “paths” to choose. Invite a health teacher, school nurse, or local expert (such as a doctor, scientist, nurse, or pharmacist) to talk to the students about their choices. Or simply discuss the **facts about prescription drugs**. teens.drugabuse.gov
- Coordinate a gathering for the Drug & Alcohol Chat Day on April 1st National Drugs and Alcohol Chat Day is an annual live online chat held between high school students and NIDA scientists during National Drug and Alcohol Facts Week®. For more information: <https://teens.drugabuse.gov/national-drug-alcohol-facts-week/chat-with-scientists>

